

[Designation of Document] Abstract

The present invention relates to a display apparatus and method for presenting a moving image of less degradation to an observer who is a person viewing a displayed moving image, 5 on the basis of human visual characteristics without unnecessarily increasing the frame rate. A control signal generation section 125 and data line driving circuits 133-1 to 133-4 control display so as to display a moving image made of 105 or more frames/sec on an LCD 131. The LCD 131 displays 10 a moving image made of 105 or more frames/sec on the basis of the control of the control signal generation section 125 and the data line driving circuits 133-1 to 133-4. In the LCD 131, the display of each pixel on the screen is maintained during each frame period. The present invention can be applied 15 to image display systems.